

Please Review this request form for accuracy and E-Mail to:  
Coupon Coordinator (X2351)

Long Program Name:Parliament October Defensive #4 Direct Mail with Continuity

Drop Date:10/1/97

Method of Distribution:Direct Mail Solo

Coupon Type:Standard Coupon

Name Capture:No

Contest:No

Component of Continuity:Yes

# of UPCs Requested:10

UPC Size: 100%

Send film to:Draft Direct

633 Third Ave.

New York, NY 10017

Attn: Rachel Shapiro

212-692-4101

Status	Date	Contact
Request Submitted:	8/20/97	Lauren Steen
UPC(s) Assigned:	8/21/97	Jennifer Rogan
Forwarded to Agency:	8/21/97	Jennifer Rogan
Forwarded to Finance:		
CMS System Update:		
CMF System Update:		

UPCs Requested:

CMS - Offer Description									
Theme	Audience	Value	Purchase Required	Expiration Date	Circ	Redempt	POS #	UPC	
Defensive	Active Responders	\$1.00 off ✓	4 packs or a carton purchase	1/31/98				5 28200 71076 0 07114 ✓	
Defensive	Responders (Active & Comp) (No BRE Test)	\$1.00 off ✓	4 packs or a carton purchase	1/31/98				5 28200 71076 0 07115 ✓	
Defensive	New/Recently Switched to DB	\$2.00 off ✓	2 packs or a carton purchase	1/31/98				5 28200 71082 1 07116 ✓	
Defensive	New/Recently Switched to DB (No BRE Test)	\$2.00 off ✓	2 packs or a carton purchase	1/31/98				5 28200 71082 1 07117 ✓	
Defensive	Last Chance/Reactivate Responders	\$1.00 off ✓	1 pack	1/31/98				5 28200 71176 7 07118 ✓	
Defensive	Last Chance/Reactivate Responders (No BRE Test)	\$1.00 off ✓	1 pack	1/31/98				5 28200 71176 7 07119 ✓	
Defensive	Non-PM Competitive Responders	\$1.00 off ✓	4 packs or a carton purchase	1/31/98				5 28200 71076 0 07120 ✓	
Defensive	PM Competitive Responders	\$1.00 off ✓	4 packs or a carton purchase	1/31/98				5 28200 71076 0 07121 ✓	
Defensive	Competitive Model Validation Cell	\$1.00 off ✓	4 packs or a carton purchase	1/31/98				5 28200 71076 0 07122 ✓	
Defensive	Parliament Model Validation Cell	\$1.00 off ✓	4 packs or a carton purchase	1/31/98				5 28200 71076 0 07123 ✓	

change  
circ  
mech